WHAT IS CLAIMED IS:

1. A storage-based broadcasting system that supplies a user interface unique to a service composed of a content stored therein for presenting said service, said system comprising:

transmission means for transmitting a control content for realizing said user interface as entire or part of said content; and

receiving means for receiving and activating said transmitted control content to execute said user interface, wherein

said user interface is transmitted and received as a content.

2. The storage-based broadcasting system as claimed in claim 1, wherein
said control content is a browser for said stored content.

3. The storage-based broadcasting system as claimed in claim 1, wherein
said transmitting apparatus comprises:
content pitcher means for pitching the content including said control content; and
service property information transmitting means for transmitting service property information indicating said

service, and

said receiving means comprises control content

10   determination means for determining, based on said received

content and service property information, said control content

among the received contents.

4.   The storage-based broadcasting system as claimed in

claim 3, wherein

said content pitcher means comprises content

assembler means for adding, to said content, a content header

5   defining the content, and

said receiving means further determines said control

content among the received contents based on the content header

of said received content.

5.   The storage-based broadcasting system as claimed in

claim 3, wherein

said transmitting means further comprises electronic

signature means for placing an electronic signature on said

5   control content, and said service property transmitting means

transmits a public key of said electronic signature as being

included in said service property information, and

said receiving means further comprises signature

authentication means for authenticating said electronic

10   signature by a public key included in said received service

property information , and said control content is determined

through authentication of said electronic signature.

6. The storage-based broadcasting system as claimed in

claim 5, wherein

the authentication of said electronic signature is

performed using a key unique to said service.

7. The storage-based broadcasting system as claimed in

claim 3, wherein

said content pitcher means further comprises content ID

space management means for sending information for defining part

5   of ID space of said content, and

said receiving means further comprises designation means

for designating said control content based on the content ID

included in the part of ID space.

8. In a storage-based broadcasting system that supplies

a user interface unique to a service composed of a content stored

therein for presenting said service, a control content

transmission method for providing a user interface unique to said

5   service, said method comprising:

a step of transmitting a control content for

realizing said user interface as entire or part of said content;

and

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a step of receiving and activating said transmitted

10   control content to execute said interface.

9.   The control content transmission method as claimed in

claim 8, wherein

said control content is a browser for said stored content.

10.   The control content transmission method as claimed in

claim 8, wherein

said transmitting step comprises:

a step of pitching the content including said control

5   content; and

a step of transmitting service property information

indicating said service, and

said receiving step comprises a step of determining said

control content among the received contents based on the received

10   content and service property information.

11.   The control content transmission method as claimed in

claim 10, wherein

said content pitching step comprises a step of adding,

to said content, a content header defining the content, and

5   said receiving step further comprises a step of

determining, based on the content header of said received content,

said control content among the received contents.

12. The control content transmission method as claimed in claim 10, wherein

said transmitting step further comprises a step for placing an electronic signature on said control content,

said service property transmitting step further comprises a step of transmitting a public key of said electronic signature as being included in said service property information, and

said receiving step further comprises:

a step of authenticating said electronic signature by a public key included in said received service property information ; and

a step of determining said control content through authentication of said electronic signature.

13. The control content transmission method as claimed in claim 12, wherein

the authentication of said electronic signature is performed using a key unique to said service.

14. The control content transmission method as claimed in claim 10, wherein

said content pitching step further comprises a step of sending information for defining part of ID space of said content,

and

said receiving step further comprises a step of determining

said control content based on the content ID included in the part

of ID space.